

24. A method comprising:

configuring a label to directly communicate first information corresponding to at least one of a product and a source of the product;

coupling a computer-readable medium to the label, the computer readable medium containing instructions executable on a computer of a user of the product; and

coupling the label to an exterior of the product.

REMARKS

The Office Action mailed on January 30, 2001 has been further reviewed. Claims 1-26 are in the case. Claims 1-26 stand rejected. In this paper, claims 1-26 are presented for examination. For the reasons set forth below, these claims are believed to be in condition for allowance.

Applicant has amended the claims to clarify the structures of the invention by reciting the presence of executables on the computer readable media. Otherwise, Applicant renews the position and explanations provided in Applicant's previous response to the effect that the cited references fail to disclose or suggest labels associated with computer readable media directed to a purchaser, and lack content thereon that is executable on a computer of a user or purchaser of the product.

In view of the interview of February 26, 2001, Applicant believes that the claims are in condition for allowance.

Any other amendments were made to correct consistency and grammar of the claims.

In view of the foregoing, Applicant respectfully requests reconsideration of all pending claims and submits that claims 1-26 are in condition for immediate allowance. In

the event the examiner finds any remaining impediment to the prompt allowance of any of these claims which could be clarified in a telephone conference, the examiner is respectfully urged to initiate the same with the undersigned.

DATED this 22 day of March, 2001.

Respectfully submitted,



Hal D. Baird

Reg. No. 42,284

Attorney for Applicant

Date: March 22, 2001

PATE PIERCE & BAIRD
Bank One Tower
50 West Broadway, Suite 900
Salt Lake City, Utah 84101
Telephone: 801/530-5090

Transmitted: Amendment and Response to Office Action

Z:\ALL CLIENTS\2779 eTag\2-2\2779-2-2 PAT-FIL-ROA-corrected.wpd